



CHANGE A LIGHT CHANGE THE WORLD ENERGY STAR®

Products that earn the ENERGY STAR® prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency and the U.S. Department of Energy.
www.energystar.gov

Join the ENERGY STAR® Change a Light, Change the World Campaign *Opportunities for the Hospitality Industry*

Campaign Overview

The ENERGY STAR Change a Light, Change the World Campaign is a national call-to-action to encourage every individual to help change the world, one light — one energy-saving step — at a time. Going into its 7th year, the 1st Wednesday in October has now been designated as ENERGY STAR Change a Light Day and serves to rally Americans around this critical call-to-action. Hundreds of industry partners, including manufacturers, utilities and retailers help promote the campaign locally and nationally throughout October and November by featuring ENERGY STAR qualified lighting in-store and educating customers.

At the campaign's heart is the ENERGY STAR Change a Light Pledge found at www.energystar.gov/changealight. The Environmental Protection Agency, Department of Energy, non-profit organizations, state governments, schools, community groups, and more have begun to promote the Pledge year-round. This on-line pledge is a simple step everyone can take to join a growing community committed to preserving energy resources and protecting our environment.

Pledges taken in 2005 -- according to EPA estimates -- will result in savings of **23 million kWh of energy**, and **more than 33 million lbs. of greenhouse gas emissions**.

Join the Movement!

Companies and organizations wishing to participate in this campaign can access information and free materials from energystar.gov/joinCAL. Organizations can go further by becoming Pledge Drivers, setting a pledge goal and promoting planned activities to make their commitment known publicly by others. While many materials are already available on-line, organizations joining as Pledge Drivers get a customized page to track their progress on reaching their Pledge Goal.

Hospitality partners can:

- Use this ready-made platform to inspire employees and guests to save energy and prevent greenhouse gas emissions
- Use the Pledge to track their community's energy and environmental savings and promote their impact
- Access free templates, artwork, and ready-to-go materials to promote the call-to-action and your involvement
- Have their success featured on the energystar.gov Web site
- Earn an award for Excellence in ENERGY STAR Outreach, as part of an annual ceremony

What Partners Said about the 2005 Campaign:

Toyota

"As an ENERGY STAR Partner of the Year in 2005 for Excellence in Energy Management, Toyota was excited to work with GE and the State of Kentucky to bring the campaign to our employees. For Toyota, protecting the environment through sound energy management is a major priority and sharing this educational call-to-action with our employees, neighbors and the local community is an excellent opportunity to further our commitment to the environment."

- Bruce Bremer, Manager: PE-Facility Engineering

6th Grade Student

"We decided this was an important issue in Utah because we burn so much coal, and that produces pollution to create the energy going to the light bulbs. So we decided to clean up Utah."

- Maya Lacy, sixth grade student at Morningside Elementary School, Salt Lake City, Utah

New Hampshire Dept. of Environmental Services

"We began our involvement in the 2005 campaign with a simple goal: to get state employees to take the Pledge and change a bulb. We achieved that and so much more! What started out as two small events planned at two state agencies turned into an amazing and inspiring day with more than 1,300 bulbs sold and hundreds of people educated on the benefits of changing a light. When provided with the right price and an understanding of the impact their action can make, consumers will take that important and simple step of changing a light. We look forward to participating in the 2006 Campaign, this time even bigger and better!"

- Kathy Brockett, Education/Outreach Supervisor, New Hampshire Department of Environmental Services



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Suggested Activities for Hospitality Companies

- Incorporate the campaign's call-to-action and purpose for your employees to educate them about how they can improve the environment, and what you have already done to save energy within the company
- Inspire pledges via poster, email, bulletin, newsletter, events & outreach (see the numerous resources available via the ENERGY STAR Web site)
 - Add a link to the pledge from your Web site
- Consider incorporating a message and/or activity into your other environmental efforts (like saving water)
 - Include the information on your Web site, in room tent cards, brochures at the reception desk, etc.
- Allow free use of the business office computer for guests to sign the Pledge
 - Make it the "home page" on a designated computer throughout your campaign or on October 4, 2006
- Sign up as a Pledge Driver and get credit and recognition for motivating your employees and guests to take the Pledge
 - Pledge Drivers set a goal of 100 or more pledges
 - Those who exceed 1000 pledges by Change A Light Day will be included in a special press release.
- Report back to employees, guests, and shareholders, if applicable, on how much greenhouse gas emissions were prevented through your participation as a Pledge Driver

ENERGY STAR Qualified Lighting and Our Environment

- Most of the electricity in our country is still generated by burning fossil fuels, which releases greenhouse gas emissions into our atmosphere. If just half of all American homes used ENERGY STAR qualified products, and took other steps to save energy, the change would prevent the release of billions of pounds of greenhouse gas emissions.
- Lighting accounts for 20 percent of the average home's electric bill and it's one of the easiest places to save energy. Simple steps such as changing a light at home can save on energy bills while also helping to reduce the risks of global climate change.
- Energy-efficient lighting products offer warm, bright light with the added benefit of using at least two-thirds less energy and lasting up to 10 times longer than traditional bulbs and fixtures.
- **Change 5 lights.** If every American home replaced their 5 most frequently used lights or the bulbs in them with ones that have earned the ENERGY STAR, each home would save more than \$60 a year in energy costs, and together we'd save about \$6.5 billion each year in energy costs and prevent greenhouse gases equivalent to the emissions from more than 8 million cars.

TO JOIN: Visit www.energystar.gov/joinCAL and click on 'Become a pledge driver.' Contact Sarah Banas, contractor to ENERGY STAR, with questions: 617-673-7105 / changealight@cadmusgroup.